

### **AMENDMENTS TO THE CLAIMS**

Please cancel claims 2-4 and 7-9 without prejudice. Please amend the claims according to the following listing. This listing of claims will replace all prior versions, and listings, of claims in the application:

### **LISTING OF CLAIMS**

1. (Currently Amended) A process, operable on a broker platform digital computer, for invoicing advertising comprising the actions of:
  - a. ~~viding a broker platform computer adapted to communicate with at least one advertising representative computer and at least one presentation entity computer, the broker platform computer adapted to:~~
    - (1) ~~receive invoice information from a plurality of presentation~~
    - (2) ~~organize invoice information into categories;~~
    - (3) ~~automatically prepare a consolidated invoice for a predetermined particular advertiser;~~
  - b. ~~receiving from a plurality of presentation entities invoice information,~~
  - c. ~~organizing the invoice information into categories;~~
  - d. ~~preparing at least one consolidated invoice corresponding to a particular advertiser; and~~
  - e. ~~forwarding the consolidated invoice to the predetermined advertiser.~~

a. receiving with the broker platform digital computer at least the following information from each of a plurality of presentation entity computers: an identity of a commercial that has been aired by a presentation entity, an identification of a time that the commercial aired and an identification of what advertiser is associated with the commercial;

- b. for each commercial that has been aired by the presentation entity, determining with the broker platform digital computer a difference between a contracted time for the commercial to air and the time that the commercial aired;
  - c. calculating with the broker platform digital computer a fee for each commercial that has been aired by the presentation entity based on the difference between the contracted time for the commercial to air and the time that the commercial aired;
  - d. generating with the broker platform digital computer a consolidated invoice corresponding for a selected advertiser, the consolidated invoice including the fee for each commercial corresponding to the selected advertiser that was aired by each of the presentation entities; and
  - e. transmitting the consolidated invoice from the broker platform digital computer to the selected advertiser.
- 2. (Cancelled)
- 3. (Cancelled)
- 4. (Cancelled)
- 5. (Original) The process of claim 1, wherein the organizing of the invoice information further comprises:
  - a. extracting relevant information from the invoice information, corresponding to a plurality of data types, from the plurality of presentation entities using rules;
  - b. transforming the relevant information into a common document model adapted to accommodate the relevant information from the plurality of presentation entities according to the plurality of data types;
  - c. storing the transformed information from the common document model in a

- database; and
- d. retrieving information from the database and outputting at least some of the information in the invoice for forwarding to the advertiser.
6. (Currently Amended) A system for invoicing advertising comprising a broker platform computer adapted to communicate with at least one advertising representative and at least one presentation entity, the broker platform computer further comprising:
- a. a first interface for receiving from a plurality of presentation entities invoice information; and
  - b. a processor and memory ~~adapted to organize the invoice information into categories~~ configured to execute the following functions:
    - i. receive at least the following information from each of a plurality of presentation entity computers: an identity of a commercial that has been aired by a presentation entity, an identification of a time that the commercial aired and an identification of what advertiser is associated with the commercial;
    - ii. for each commercial that has been aired by the presentation entity, determine a difference between a contracted time for the commercial to air and the time that the commercial aired;
    - iii. calculate a fee for each commercial that has been aired by the presentation entity based on the difference between the contracted time for the commercial to air and the time that the commercial aired;
    - iv. generate a consolidated invoice corresponding for a selected advertiser, the consolidated invoice including the fee for each commercial corresponding to the selected advertiser that was aired by each of the presentation entities; and
    - v. transmit the consolidated invoice to the selected advertiser.

- e. ~~a database in the memory for storing the categorized invoice information;~~
- d. ~~the processor and memory functionally adapted to prepare at least one consolidated invoice corresponding to a particular advertiser; and~~
- e. ~~a second interface for forwarding the consolidated invoice to the advertiser.~~

7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Original) The system of claim 6, wherein the processor and memory adapted to organize the invoice information further comprises:

- a. parsing functionality which is adapted to parse invoice information from a plurality of presentation entities using rules according to which an extractor functionality is programmed, corresponding to a plurality of data types, and to provide relevant information for further use by the system;
- b. a common document model processing functionality adapted to transform the relevant information into a common document model, which common document model is adapted to accommodate the relevant information from the plurality of presenting entities and according to the plurality of data types;
- c. a database adapted to store the transformed information from the common document model processing functionality; and
- d. presentation functionality adapted to retrieve information from the database and output at least some of the information in a standard invoice form.

11. (Withdrawn) A process for managing advertising inventory, comprising:

- a. providing a broker platform, comprising
  - (1) a first input/output interface adapted to communicate with at least one advertiser;
  - (2) a second input/output interface adapted to communicate with a plurality of presentation entities and processing functionality adapted to query presentation entities about ad presentation opportunities;
  - (3) a database for storing information about the ad presentation opportunities; and
  - (4) a processor adapted to negotiate with at least one of the presentation entities for purchase of the opportunities;
- b. querying a plurality of presentation entities about ad presentation opportunities for at least one advertiser;
- c. storing information about the ad presentation opportunities; and
- d. negotiating with at least one of the presentation entities for purchase of at least some of the opportunities.

12. (Withdrawn) The process of claim 11, further comprising informing the advertiser about the advertising opportunities.

13. (Withdrawn) The process of claim 11, wherein the negotiating with the presentation entity further comprises receiving information from the advertiser about the advertising opportunities and using that information to negotiate a cost for the ad presentation opportunity.

14. (Withdrawn) The process of claim 13 the negotiating further comprising informing the advertiser about the terms under which ads will be presented by the presentation entity.

15. (Withdrawn) A system for managing advertising inventory comprising a broker platform,

comprising:

- a. a first interface adapted to communicate with at least one advertiser;
- b. a second interface adapted to communicate with a plurality of presentation entities;
- c. a processor adapted to query presentation entities about ad presentation opportunities for at least one advertiser;
- d. memory adapted to store information about the ad presentation opportunities; and
- e. the processor adapted to negotiate with at least one of the presentation entities for purchase of the ad presentation opportunities;

16. (Withdrawn) The system of claim 15, wherein the first interface is used to informing the advertiser about the advertising opportunities.

17. (Withdrawn) The system of claim 15, wherein the first interface is for receiving information from the advertiser about the advertising opportunities and using that information to negotiate on a cost for the opportunity.

18. (Withdrawn) The system of claim 15, wherein the first interface is used for informing the advertiser about the terms under which ads will be presented by the presentation entity.

19. (Withdrawn) The system of claim 15, wherein the second interface is for receiving ad presentation opportunities from presentation entities.

20. (Withdrawn) The system of claim 15, wherein the second interface is for receiving from the presentation entities terms under which the ad presentation opportunities are available to the advertiser.

21. (Withdrawn) The system of claim 15, further comprising a database for storing the ad presentation opportunity information.

22. (Withdrawn) The system of claim 15, wherein the processor and memory adapted to negotiate the ad presentation opportunities further comprises:

- a. parsing functionality which is adapted to parse ad presentation opportunities from a plurality of presentation entities using rules according to which an extractor functionality is programmed, corresponding to a plurality of data types, and to provide relevant information for further use by the system;
- b. a common document model processing functionality adapted to transform the relevant information into a common document model, which common document model is adapted to accommodate the relevant information from the plurality of presenting entities and according to the plurality of data types;
- c. a database adapted to store the transformed information from the common document model;
- d. presentation functionality adapted to retrieve information from the database and output at least some of the information in a standard invoice format to the advertiser using the first interface; and
- e. interactively functionality adapted to detect and respond to communications from an advertiser, by at least (i) retrieving information from the database and presenting it to the advertiser in a form requested by the advertiser; and (ii) altering information in the database corresponding to the advertiser according to the communications for carrying out the negotiations of ad presentation opportunities between the presentation entity and the advertiser.

23. (Withdrawn) A process for delivering video data and tracking display of the video data comprising:

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- a. forwarding video data via a first transmit network;
- b. confirming receipt of the video data by forwarding a first acknowledgment code via a second transmit network;
- c. inserting the video data into a video data transmission to be presented to a subscriber;
- d. sending a second acknowledgment code via a third transmit network each time the video data is presented; and
- e. receiving the second acknowledgment and logging the presentation information in a database for billing.